

ORDER



Orders

Order / Rev: 707565

Alt Order #: 06283268

Product Desc: ISS/DCCC

Estimate: 1473

Flight Dates: 09/25/12 - 10/01/12

Original Date / Rev: 08/31/12 / 08/31/12

Order Type: Political

KARE

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign

Demographic: A35+

Product Codes: IS-Candidate/US House

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	24	\$34,200.00	\$29,070.00
10/01/12	10/01/12	7	\$6,050.00	\$5,142.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$34,200.00	\$29,070.00	0.00
October 2012	7	\$6,050.00	\$5,142.50	0.00
Totals	31	\$40,250.00	\$34,212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	34%	\$40,250.00
Market	100%	\$118,382.35

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$15,389.71
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$1,183.82
KSTP	15%	\$17,757.35
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$41,433.82
WFTC	2%	\$2,367.65

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/25/12	10/01/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	MTWTF--	:30	2	\$2,750.00	P-2	0.00	NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$2,750.00		0.00			
2	KARE	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$700.00		0.00			
3	KARE	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$800.00		0.00			
4	KARE	09/25/12	10/01/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$300.00		0.00			
5	KARE	09/25/12	10/01/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$450.00		0.00			
6	KARE	09/25/12	10/01/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$350.00		0.00			
7	KARE	09/25/12	10/01/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$850.00		0.00			
8	KARE	09/25/12	10/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$1,500.00		0.00			
9	KARE	09/25/12	10/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$1,500.00		0.00			
10	KARE	09/25/12	10/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$800.00		0.00			
11	KARE	09/25/12	10/01/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$1,500.00		0.00			
12	KARE	09/25/12	10/01/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$800.00		0.00			
13	KARE	09/25/12	10/01/12		CM	9-10a	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				M-F 9-10a											
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$300.00		0.00				
14	KARE	09/29/12	09/29/12	Saturday Night Live	CM	Saturday Night Live	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Saturday Night Live											
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$1,500.00		0.00				
N15	KARE	09/29/12	09/29/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	0	\$0.00
				KARE 11 Saturday											
				KARE11 NWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	09/24/12-09/30/12		Sat 8-10a	8-10a		-----Sa--	:30		(\$750.00)		0.00	NM		
				Credited											
16	KARE	09/30/12	09/30/12	Football Night in America	CM	Various	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
				Football Night in America	(6:00 PM-7:15 PM)										
				FOOTBALL NIGHT IN AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$2,250.00		0.00				
N17	KARE	09/30/12	09/30/12	SUN TDY	CM	8-9a	-----S	:30	1	\$300.00	P-2	0.00	NM	0	\$0.00
				NBC Today Show (Su)											
				SUN TODAY-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	09/24/12-09/30/12		SUN TDY	8-9a		-----Su	:30		(\$300.00)		0.00	NM		
				Credited											
18	KARE	09/25/12	09/25/12	Tue Prime	CM	7P-8P	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				THE VOICE	(6:58 PM-8:00 PM)										
				VOICE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$6,000.00		0.00				
19	KARE	09/25/12	09/25/12	Tue Prime	CM	7P-8P	-T-----	:30	1	\$4,250.00	P-2	0.00	NM	1	\$4,250.00
				NORMAL/MATHEW PERRY	(6:58 PM-8:00 PM)										
				GO ON/THE NEW NORMAL/MATTHEW PERRY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$4,250.00		0.00				
N20	KARE	09/30/12	09/30/12	Meet the Press	CM	9-10a	-----S	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
				Meet the Press											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$1,050.00		0.00				
													Totals	31	\$40,250.00